



C O R P O R A T E G E A R . C O M

## Corporategear.com

<http://www.corporategear.com>

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**Corporategear.com is the first comprehensive online business-to-business marketplace for the ad specialty and corporate gift industries.**

### Edge

Corporategear.com is the online commerce model of the future. As the single point of contact for a 13 Billion dollar industry we generate revenue from over 23 different sources. This model works in most industries. Like Martha Stewart to the American Middle Class, Corporategear.com will revolutionize Corporate America by teaching secretaries in Springfield to act like special event planners in Manhattan.

### Promise

*Corporategear.com* delivers exceptional value to all five players in the "exchange". Vendor Partners are able to bring their products to market more quickly and with a more reliable price index. End Users save time as they look for ideas on what to buy. Resellers can add value by negotiating the best price/value combination with Vendor Partners and can save time and money in generating qualified leads and responding to those leads faster and more cost effectively. Business Service Partners deliver much-needed logistical and financial products and Media Partners exchange information and experience across an entire industry. For all members, *Corporategear.com* promises a faultless delivery of our service that will make them come back and recommend us to all their friends. We always say yes.

### Marketplace

The *Corporategear.com* marketplace focuses on the need of businesses to express their identity by branding tangible goods. On the *Corporategear.com* site, buyers in need of a promotional product or idea can speed through the purchasing process. Today, no one has market share and the industry is fragmented. *Corporategear.com* brings order to chaos and increased profitability through re-intermediation.

### Benefits

This concept addresses the needs of exchange members and delivers considerable value to all. Branded promotional product buyers benefit from convenience and time saving in finding the right product at the best price. Resellers know they have access to the largest, most accurate database of product information in the industry. Vendor Partners benefit from a convenient and efficient source of qualified leads, reducing customer acquisition costs and expanding their sales productivity and territory. Business service partners can tailor their offering to an industry and media partners participate in the largest online community devoted to corporate gifts.

### Buzz

*Corporategear.com* is the first to market industry leader and maintains the largest real-time database of products available to the branded promotional products community.

## **Team**

Building on a history of success *Corporategear.com* management bring experience from technology, advertising, finance and operations.

### **CEO- David Verchere - 30**

Started and ran successful sales promotion agency which was folded profitably into *Corporategear.com* in order to provide a client base for initial operations. Profits from Verchere Group were used to start *Corporategear.com*. David has a BA from the Université de Montreal in Classics and French Literature. Before starting Verchere Group David ran a bi-weekly arts and cultural tabloid in Montreal, Canada.

### **CIO - Brekynn Rhys - 33**

Started and ran successful consulting company specializing in web/ecommerce applications and management of corporate intranets. Company was folded profitably into *Corporategear.com* in order to provide technical and information solutions. Brekynn has a Bachelor of Science in Electronics and Music from NYU and has many industry certifications including being a certified Novell Engineer and a Microsoft Engineer with Developer Network Membership.

### **Senior Vice President Sales and Marketing - TBA - 35**

Currently *Corporategear.com* is finalizing an agreement with the Director of Marketing and communications of a billion dollar retail company. He has global branding and marketing experience and he directs his company's web strategy.

### **COO - TBA**

*Corporategear.com* is currently searching for a Chief Operating Officer

### **CFO - Brian Heyman - 35**

Worked for Goldman Sachs and CS First Boston and was recently CFO of Arnell Group, a national branding and advertising agency.

### **Chairman - Lynne Verchere - 58**

Started and eventually sold to Gulf and Western in 1987 the largest supplier of legal software solutions in the world. IBM licensed this product in 1982 as the Information Systems for Attorneys. She is currently an Angel investor in *Corporategear.com* and a consultant on the development of the application. Lynne has an MBA from Concordia University and then taught computer science at the same university.

## **Industry**

The promotional products industry represents the collection of buyers and sellers of branded goods for promotional use. This industry is comprised of approximately 3500 Suppliers, 20,000 distributors and 1 million end users. Currently the sector is deeply fragmented and dominated by a traditional, mature population. Today's perception of the premium salesperson is on par with that of a used car dealer -you need to use them but you don't like them.

## **The Site**

The site was launched July 15<sup>th</sup>. It has over 600 products and is growing at 20 products per day. Traffic is light at around 10 users per day and orders are flowing at an average of 1 per day. Revenues are about 50,000 per month. Today we have 200 registered users. The numbers are increasing at an exponential rate as sales and marketing efforts target the user base.

point.click.brand.